NATIONAL CANNERS ASSOCIATION

Information Letter

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FINE RESPONSE FROM RADIO PROGRAMS

The first canned food radio program went on the air Monday, March 17, at 11.45 a. m., Eastern Time. In the first delivery of mail to the National Canners Association at 8 o'clock, Tuesday morning, nearly 200 letters were received from housewives who had listened to this program. Each succeeding mail delivery brought larger numbers of letters and by Friday noon over 7,500 communications had been received. And this, of course, does not take into account the letters directed to the broadcasting stations to be forwarded by them to the Association.

Letters have come from all parts of the country reached by the programs, not including, of course, the Pacific Coast and Rocky Mountain states where the broadcasting does not start until March 31.

Measured by number of responses, the broadcasting is successful, but a still better promise of its benefits to the industry is the character of the letters that are coming to the Association. These evidence not only interest in the programs and enthusiastic approval of them, but also a desire to obtain helpful information about canned products, along with suggestions for their better use. Many inquire whether this or that question will be discussed in later programs; others want to know how and where to get answers to questions they have in mind.

The volume of the mail has been such as to tax the facilities to get out prompt responses, but this feature of the campaign is being taken care of in such manner as to retain the good will of the radio audience and maintain the interest already aroused.

Owing to difficulties in completing arrangements for the broadcasting hour at some stations, the program at such stations is not going on the air all four days of the week. The situation, however, is being gradually cleared up and the number of stations with full four-day programs each week will be constantly increased until the full number is reached.

Inquiries have been received by canners as to when various products will be featured in the programs. The broadcasing is being done in the interest of the entire industry, and the programs will be so arranged and prepared that all of the products of the industry will in due course have their place in the picture.

It is a highly significant fact that none of the 7,500 communications thus far received has been an adverse criticism of the programs. On the other hand, the Association has received from the radio audience, including canners, a number of helpful suggestions, which, so far as practicable, will be carried out in the preparation of the future programs. Members of the Association are urged to listen in regularly and give the Association the benefit of their suggestions for future programs.

Intended Acreage for Canning Peas

The intended acreage of green peas for canning or manufacture in 1930 is about 11 per cent larger than the acreage harvested last year, according to reports received by the United States Department of Agriculture from 217 firms representing 80 per cent of the total acreage grown in 1929. Canners in all states except Montana, Tennessee and New Jersey report intentions to plant larger acreages. The intended increases in most of the important areas range from 5 to 14 per cent. In Minnesota, however, an expansion of 43 per cent over last year's acreage is apparently intended. Of the 217 reports received from all states, 146 indicate acreage increases, 25 indicate decreases, and 46 report no change.

If present intentions are carried out, the 1930 acreage will be around 255,000 acres compared with the estimate of 229,490 acres harvested in 1929. These intentions are necessarily subject to change prior to actual planting, and the final acreage may be either greater or less than present indications.

State	1927	1928	1929	Intended acreage 1930 as per cent of 1929
	Acres	*Acres*	*Acres*	*P. ct.*
Maine	720	1,100	1,130	107
New York	25,540	32,200	33,810	105
New Jersey	500	350	400	100
Pennsylvania	1,320	1,680	1,730	110
Ohio	2,990	4,020	4,380	111
Indiana	1,880	5,290	5,770	114
Illinois	8,830	8,740	11,010	113
Michigan	8,400	8,500	9,010	106
Wisconsin	80,000	101,000	111,000	111
Minnesota	6,980	7,920	12,870	145
Delaware	1,700	2,060	2,530	112
Maryland	8,000	10,500	10,800	108
Tennessee	....	1,400	1,400	100
Montana	....	3,500	4,200	91
Colorado	1,900	3,000	3,600	106
Utah	8,460	10,150	11,670	108
California	750	1,100	880	119
Other states	5,840	3,450	3,500	124
U. S. total	163,810	205,960	229,490	111.3

The acreage in 1925 was 226,630, and in 1926 it was 218,880.

Truck Crop Markets

Effects of the early March freeze in Florida probably will be seen in reduced shipments of vegetables, particularly string beans and tomatoes, according to the U. S. Market News Service. Other southern trucking sections also suffered to some extent.

Advancement of the season with the approach of spring is emphasized by the movement of the first three cars of Louisiana strawberries, during the week ended March 15. A large crop of berries is expected from Louisiana and these will now offer competition to Florida shipments. Last year, Louisiana forwarded nearly 2,900 carloads of strawberries.

Florida string bean shipments dropped to 85 cars and were only half as heavy as a year ago. Asparagus movement from California reached 85 cars, compared with 16 during the same week last season. Green peas from Imperial Valley also required 85 cars. Texas spinach forwardings decreased to 380 cars. Carrot movement was heavier, with gains reported in California, Texas, and New York.

Possibly less than 5,000 cars of citrus fruit are yet to move from Florida. Grapefruit shipments increased one-third last week to a total of 645 cars. Light movement of grapefruit

was reported from a few other states, and 65 carloads arrived from Porto Rico. Orange shipments increased to 1,730 cars for the seven-day period; Florida was credited with 640 and California with 1,090.

Apple shipments from the state of Washington increased sharply, and eastern sections made a slight gain. Movement from the West had increased to 620 cars, of which Washington furnished 515. Eastern shipments, mainly from New York and Virginia, totaled 600 cars.

Tomato imports from Mexico reached the high figure of 530 cars during the seven-day period, and Florida originated 200 carloads.

Combined movement of the principal fruits and vegetables was increasing and required 15,240 cars last week, but was still 1,700 less than a year ago.

CARLOT SHIPMENTS

Commodity	Mar. 9-15 1930	Mar. 2-8 1930	Mar. 10-16 1929	Total this season to Mar. 15	Total last season to Mar. 16	Total last season
Apples, total	1,220	1,010	1,346	93,071	120,274	187,530
Eastern states	598	582	554	47,514	59,539	62,708
Western states	622	428	792	45,557	60,735	64,822
Asparagus	85	17	16	114	18	2,110
Carrots:						
1930 season	293	282	265	4,674	3,889	11,727
1929 season	77	47	24	11,727	7,359	7,455
Cabbage	475	541	1,120	5,181	7,461	44,048
Cauliflower	512	342	319	7,480	7,021	9,889
Green peas:						
Domestic	84	72	42	799	540	5,163
Imports	38	32	82	2,092	1,278	1,351
Mixed vegetables:						
Domestic	725	695	829	7,192	8,277	32,488
Imports	20	22	5	248	139	218
Peppers:						
Domestic	45	41	109	362	360	3,289
Imports	18	19	18	314	464	556
Spinach	488	497	484	5,988	6,784	10,260
String beans	86	130	179	2,583	1,312	8,621
Tomatoes:						
Domestic	199	193	413	1,260	2,162	21,939
Imports	540	497	110	5,702	5,562	5,871

Truck Tomato Acreage Planted and Intended

The preliminary estimate of acreage for the early group of States is one per cent below the 1929 acreage but 17 per cent above the average for the five-year period, 1925-1929. Although there is a decrease of 14 per cent below last year's acreage in Imperial Valley and 25 per cent below in South Florida, the other Florida acreage is about the same as in 1929 and the acreage in the Lower Rio Grande Valley of Texas about 44 per cent larger than a year ago.

The intended acreage in the second early group of States is estimated to be about 23 per cent greater than either the acreage in 1929 or the five-year average acreage. Increases are planned in all States except Louisiana.

Combining the acreages reported for the two groups with the previously reported acreage for the fall crop, an increase of 6 per cent over last year's acreage is indicated. More than half of the acreage estimated for shipment in the United States in 1929 was grown in these three groups of States.

Action on Labeling Bill Deferred

The labeling bill (H. R. 730), introduced by Representative Mapes, was reached on the unanimous consent calendar of the House on Monday, March 17. Consideration of the bill was objected to by Representative Stafford of Milwaukee, with the result that no action was taken. As the objection to the consideration of the bill was made "without prejudice," the bill retains its place on the unanimous consent calendar, and will be brought up on March 31, the next consent day, unless other procedure for its consideration is arranged before that date.

House Passes Slack Filled Bill

The House on Monday, March 17, passed the slack filled package bill (H. R. 8), introduced by Representative Haugen. This bill would amend Section 8 of the Food and Drugs Act by the addition of language providing that articles shall be deemed to be misbranded if containers are so made as to deceive and mislead the purchaser and if the package be less than filled with the food it purports to contain.

Changes that would be made in the existing law by the bill are shown as follows, the amendment proposed to be added to the existing law being printed in italics and the existing law in Roman type:

SEC. 8. * * *

That for the purposes of this act an article shall also be deemed to be misbranded.

* * * * * * *

In the case of food:

* * * * * * *

Second. If it be labeled or branded so as to deceive or mislead the purchaser, or purport to be a foreign product when not so, or if the contents of the package as originally put up shall have been removed in whole or in part and other contents shall have been placed in such package, or if it fail to bear a statement on the label of the quantity or proportion of

any morphine, opium, cocaine, heroin, alpha or beta eucane, chloroform, Cannabis indica, chloral hydrate, or acetanilide, or any derivative or preparation of any such substances contained therein; *or if it be in a container made, formed, or shaped so as to deceive or mislead the purchaser as to the quantity, quality, size, kind, or origin of the food contained therein.*

Third. If in package form, the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count: *Provided, however,* That reasonable variations shall be permitted, and tolerances and also exemptions as to small packages shall be established by rules and regulations made in accordance with the provisions of section 3 of this act.

* * * * * * *

Fifth. If in the package form and irrespective of whether or not the quantity of the contents be plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count, as provided in paragraph "Third," the package be less than filled with the food it purports to contain in such a manner as to deceive or mislead purchasers. In construing and applying this provision reasonable variations shall be permitted and also due allowance shall be made for the subsequent shrinkage or expansion of the food which results from a natural or other cause beyond reasonable control.

Employment in February

The U. S. Bureau of Labor Statistics reports an increase of 0.1 per cent in employment in manufacturing industries in February as compared with January, and an increase of 3.5 per cent in pay-roll totals. These seasonal increases were smaller than in February of any one of the seven preceding years for which the bureau has information; however, the increase in pay-roll totals was much nearer the normal increase than was the increase in employment. In practically every industry there was a marked improvement in pay-roll totals as compared with the change in employment.

The combined figures of manufacturing and the other seven major industrial groups in February show a decrease in employment of 0.1 per cent, with an increase of 2.9 per cent in pay-roll totals.

The total number of establishments reporting in the combined 8 groups of industries for February, 1930, was 35,515, having in February 4,821,771 employees, whose combined earnings in one week were $129,872,832.

Business Conditions

The dollar volume of trade during the week ended March 15 was lower than in either the preceding week or the same week of 1929, according to the weekly statement of the Department of Commerce.

The general level of wholesale prices was fractionally lower than in the previous week and was more than 7 per cent below a year ago.

Loans and discounts of Federal Reserve Member Banks at the end of the week were higher than in either the previous week or the same week of the preceding year. Prices for stocks showed further recovery during the week but were lower than last year. Bond prices, for the first time in months, showed gains over both the preceding week and the corresponding week of the previous year. Interest rates for both time and call funds averaged lower than in either prior period. Business failures were more numerous during the week than in either the previous week or the corresponding period of 1929.

Movement of commodities by rail, according to statistics covering the latest reported week, showed a decrease from the preceding week, and the corresponding week in 1929.

CAR LOADINGS

	Total	Miscellaneous	Merchandise L. C. L.	Other
Week ended March 8	878,548	337,554	250,338	285,656
Preceding week	899,189	359,862	251,852	287,475
Corresponding week, 1929	947,539	364,260	259,930	323,320
Corresponding week, 1928	951,536	353,474	257,916	340,167

Wholesale and Retail Prices in February

With the decrease of 1 1/3 per cent in February compared with January, wholesale prices dropped to within three-fourths of 1 per cent of the lowest level reached since the World War, according to the U. S. Bureau of Labor Statistics. The bureau's index, with average prices in 1926 as 100.0, stands at 92.1 for February compared with 93.4 for January. With the exception of January, 1922, when the index registered 91.4, this is the lowest level to which wholesale prices have dropped since October, 1916. Compared with February, 1929, with an index of 96.7, a decrease of 4¾ per cent is shown. All groups showed a downward tendency, with decreases ranging from one-fourth of 1 per cent to nearly 3 per cent.

Retail food prices in the United States, as reported to the Bureau, showed a decrease of about 1½ per cent on February 15, 1930, when compared with January 15, 1930, and a decrease of slightly less than 1 per cent since February 15, 1929. The Bureau's index numbers, with average prices in 1913 as 100.0, were 154.4 for February 15, 1929, 155.4 for January 15, 1930, and 153.0 for February, 1930.

During the month from January 15, 1930, to February 15, 1930, canned foods on which monthly prices were secured de-

creased as follows: Evaporated milk, pork and beans, and canned corn, 1 per cent. There was no change in the price of canned red salmon, canned peas, and canned tomatoes.

Farm Prices

The general average of farm prices received by producers declined 3 points from 134 on January 15 to 131 on February 15, compared with a 136 a year ago. Compared with prices a year ago those of February 15 this year were all lower, so that the general average now is still lower than on February 15. Whether or not the next few months will see any material improvement in the general level of farm prices will depend on crop conditions affecting prospective supplies of farm products as well as on demand conditions, which at the present time are relatively low.

Ripe Olives Rich in Vitamin A

Ripe olives of the Manzanillo variety are rich in vitamin A, according to the Bureau of Home Economics of the U. S. Department of Agriculture, which bases the statement on tests it has just completed. The Manzanillo is a medium-sized olive grown in California for processing and packing ripe. It contains from 14 to 20 per cent of oil, and when prepared for table use has a rich nutty flavor. Some unrefined fats and oils have been found rich in one or more vitamins. The bureau specialists thought that ripe olives might also be a valuable source of at least one of these substances so important in good nutrition. Feeding tests confirmed their expectations. Vitamin A was abundant.

The ripe Manzanillo olives used in the experiments were prepared commercially, and are typical of those offered for sale at retail. The tree-ripened olives are first treated in the factory to develop nutty flavor, are then covered with weak brine and finally are sealed and processed in the air-tight containers like other canned foods. The bureau followed the same general technic as in other studies. Weighed portions of the olives were fed daily to groups of albino rats, fifty animals in all. The growth of the animals having olives as a regular part of their diet indicated the presence of vitamin A.

Similar tests are under way on the Mission variety of processed ripe California olives, which contain an even higher proportion of oil than the Manzanillo. Eventually the experiments will also include tests of the vitamin content of pickled green olives.